

Model Communications Plan

Communications Plan for...

Date:

Summary Strategy:

...

Summary of Materials to be Used:

[e.g

- project-specific fact sheet
- summary fact sheet of all XL projects
- generic talking points
- announcement on web site
- press advisory
- etc.]

Audience	Message	Reaction	Com. Method	Priority	Assigned To	Due	Notify/Work With
Local and National Press			- Press Release fr. Region - Press Advisory/Release from HQ				
EPA Senior Staff (AAs, RAs, DRAs, DAAs [RAC])							
Current XL Project Sponsors							

Audience	Message	Reaction	Com. Method	Priority	Assigned To	Due	Notify/Work With
XL Project Leads and Coordinators							
(if specific pro- ject) “Direct Stakeholders” and “commentors”							
State Environmental. Commissioners							
Environmental NGOs (local and national)							
Outside Parties Interested in XL							
General Public							

